



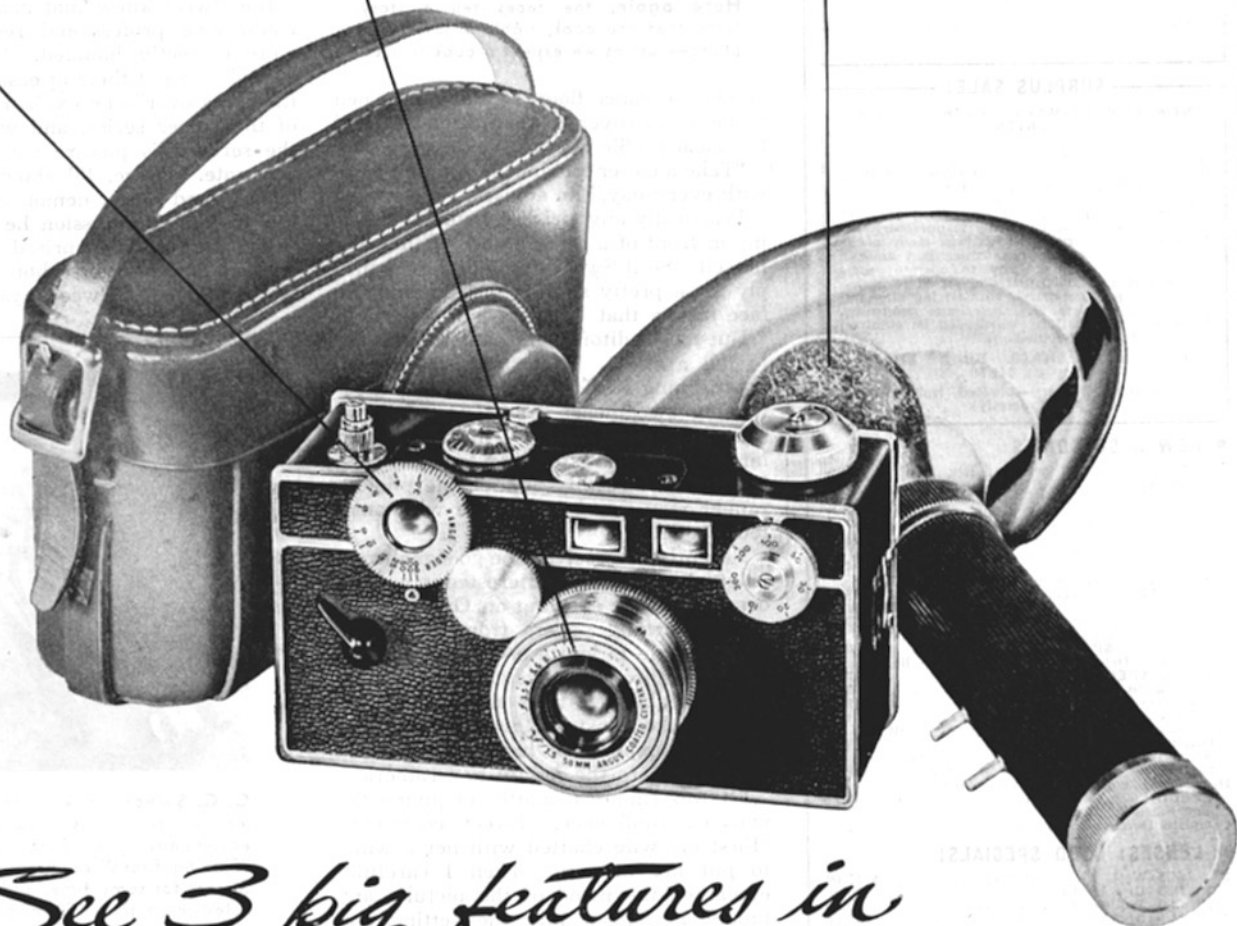
1 Range Finder. Stopping dog and ball in midair means a camera that keeps pace with your ideas. You will always focus fast with Model C-3 Argus. Its lens-coupled, split-field range finder helps you catch sharply the dramatic instant in your action pictures—pictures you'll want to enlarge.



2 F3.5 Anastigmat Lens. Shoot clouds, over-water views or indoor pictures with your C-3—you'll always get sharp contrasts and detailed shadows. Light reflection is cut to the minimum by the fluoride coated lens, and your pictures will be free from "flare" or "ghosts".



3 Built-in Synchro-Flash. Catch that priceless expression at the precise second at which it makes the best picture. Your Argus C-3 quick-attachable flash gives you indoor shots you'll be proud to mount in the album. The synchro-flash makes your C-3 two cameras in one.



See 3 big features in Argus C-3—

MODEL C-3 ARGUS is the 35 mm. camera thousands count on for superb performance in a wide range of shots. Outdoor action, tricky interiors, day and night, color and black and white. Count on the C-3 to give you results you'll be proud of, wherever and

whenever you use it. See the C-3 with its color-corrected lens, at your favorite camera shop—and try the famous Argus Slide Projector which shows color shots at their best.

ARGUS, INCORPORATED • ANN ARBOR, MICHIGAN

America's favorite 35 mm. Flash Camera

